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CHOICE PLANTS

SPRING, 1922

Sunnyside Fruit Farm

ATHOL, MASS.

C. S. PRATT, Prop.



Follow the Crowd

and You'll Make No Mistake



**The BOOM
IS ON**

Money In Growing Berries

This is a personal message to friends and customers. So many of you have written asking questions and desiring further information regarding berries, that I am answering you in this way.

The main thing most of you want to know is: "How much can I make out of growing berries?" I say without hesitation that \$1500 an acre every year is as little as any one should expect if he really attends to business, takes care of the plants, and puts as much attention into growing berries as he does into any other line of business. Berry-growing *is* a business, and in order to make the big money you must run it on business principles. The way to succeed is to plant the new and most productive berries, that produce finer fruit and more of it - fruit that brings the highest prices in the market. I've been growing berries all my life, and I'm not a young man any more, either. If I can make \$1500 an acre growing berries, there's no reason why you can't, because there are no secrets about berry-growing and my catalogue tells you plainly just how to go at it to make the most money.

The thing to do now is to make a start. You may hesitate to begin planting because you think there are secrets to the trade, but there aren't; and I want you, right now, to decide that you *are* going to plant berries this spring and to test for yourself the truth of my statements that there is more money in berry-growing than in any other branch of agriculture or horticulture requiring the same amount of effort.

The BOOM IS ON



*Everything Came Our Way Last Year.
Biggest Business in Our History. Lots
of Good Customers of the Right Kind.*

Join the Crowd.

Close Fisted People are of many kinds and many minds. You've heard about the man who used a wart on his neck for a collar button—the fellow who stops his clock every night so the works will wear longer—the chap who eats his meals looking into a mirror that he may imagine he is eating double—the man who would not walk in the sun at noon for fear his shadow might ask him to lunch. But the very closest man is the one who says he can't spend any money for plants. If he is a married man with a family he not only wrongs himself by not having them, but he is cruel to his wife and children by preventing them from enjoying one of the most delicious fruits God in His goodness has given us.

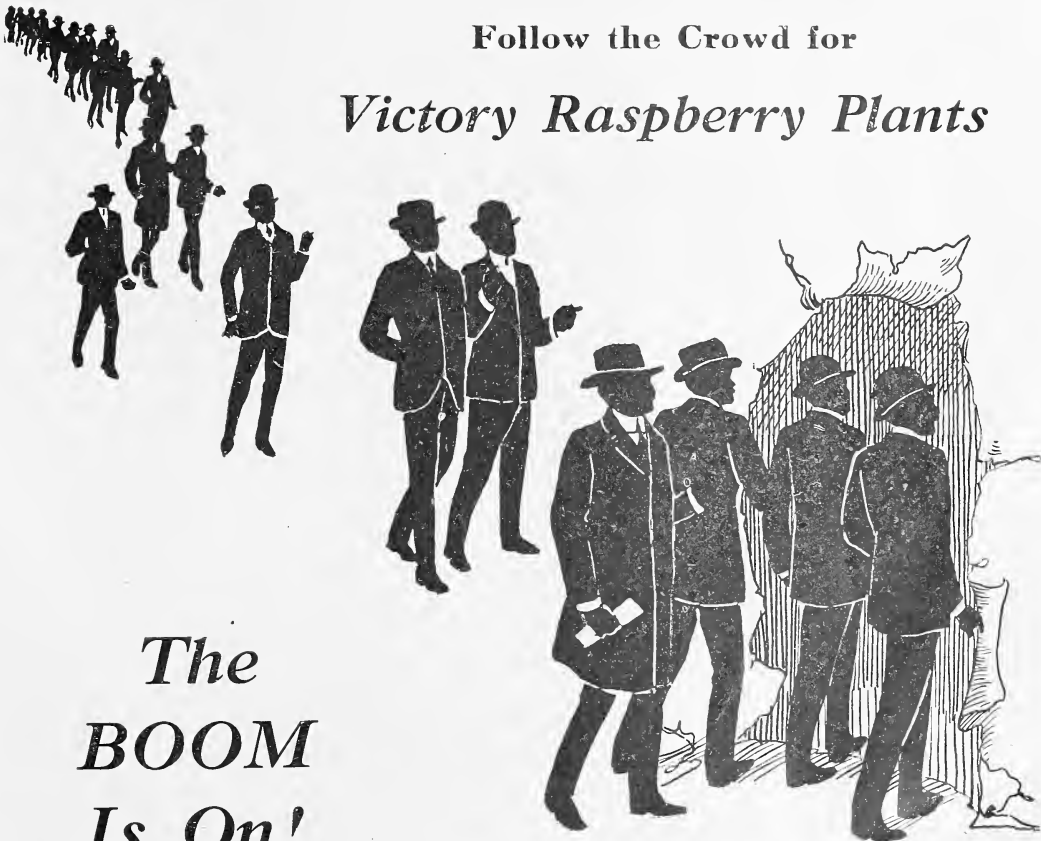


My Victory Raspberry Plantation in August

No one plant grower can get all the trade, and I for one do not want it. I shall never hit a man on the head and say he must give his money to me and no one else. I shall never build my business up by pulling down some one else. The United States is a big country. If I could have all the trade of only the State of Maine I would be a rich man in short meter. I have lots of good customers down East—had them a long time—they stick. Lots of strawberry men in Maine will always trade with "Strawberry Pratt" and others will trade with the other fellow. When the year rolls around and I figure up there is always a smile on my face and I congratulate myself on having done a very good business, and that's about all there is to it. Yours for success with Fruit.

C. S. PRATT.

Follow the Crowd for *Victory Raspberry Plants*



*The
BOOM
Is On!*

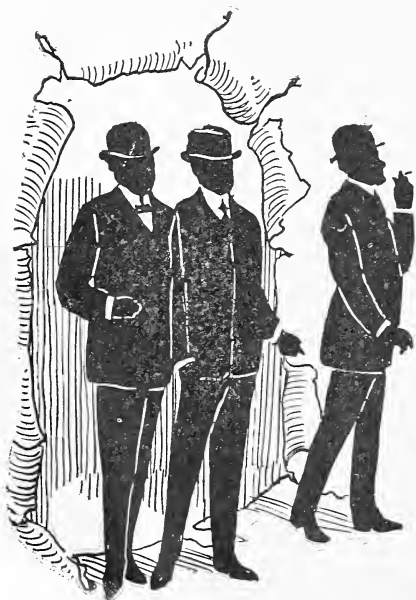
It is worth a thousand dollars a year to have the habit of looking on the bright side of things.

Don't turn your back on the Victory Raspberry. A berry that will stand 30 below zero is something worth tying up to.



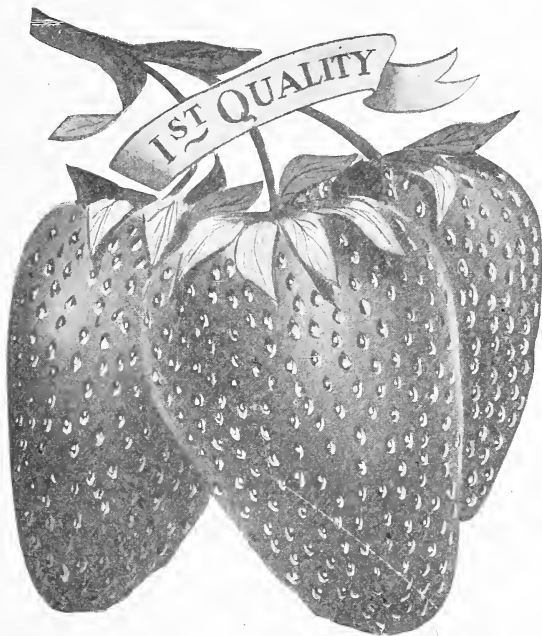
You cannot change your face but you can change your fortune by trading with C. S. Pratt, Athol, Mass.

*The
BOOM
Is On*



This crowd will put their money where it will pay.

1st Quality Strawberry



(S) Great cropper, fine shape and colors well. This is the berry for your own use. Too good to sell but just right to give one's best friends. We have never heard of a person who did not immediately become enthusiastic over the 1ST QUALITY. There is something—that indescribable something—about its flavor that completely captivates the taste. And it is a flavor that grows in favor with every berry eaten. No one ever seem to tire of it. Always a treat when you are ready to eat. The more I see of this berry the better I like it. **There is not a berry in existence that will begin to throw out the number of quarts from the same amount of ground as this will. The second year's fruiting the fruit will be nearly as fine as from a new bed.** I have taken a bed of this variety after the first crop had been picked and run a mowing machine over the bed and then gone over it with a wheel harrow three times until you could hardly see anything but dirt—hardly a plant in sight, and inside of three weeks had as fine looking bed as one would wish to see, and no more work done on it, not even covered up for the winter, and the next season harvested a bang up crop. Now a variety that will do that is worth growing.

25 Plants 40c. \$1.25 per 100 \$5.00 per 500,
Postpaid. \$9.00 per 1,000, via Express.

Peerless Everbearing Strawberry

(S) The finest Fall Bearing Strawberry on the market today, by all odds. Very large and handsome, very attractive. Quality is fine. Just good enough to give to your friends. In productiveness it is simply **Great**. In my 50 years' of growing strawberries I never saw anything like it. I have only a small stock of Plants to sell. Will sell a few but will want nearly every Plant to set myself next season. I am in hopes to have a large stock. It will outyield the HOWARD but this berry is not as large. They are large enough.

25 Plants \$1. 100 Plants \$3.50. Postpaid.

Mr. Pratt:

Methuen, Mass.

Dear Sir:—I saw your Adv. in the New England Homestead. It reminded me to write you; but I do not need to know that the Homestead stands behind you. Since 1900 I have bought Small Fruit Plants of you every year. The Plants have been so stocky and proved to be thrifty and in short, done so well that many of my friends who have seen them have had me order of you for them. Some friends of mine came to Athol by auto and got a lot of Strawberry Plants a year ago. They did fine.

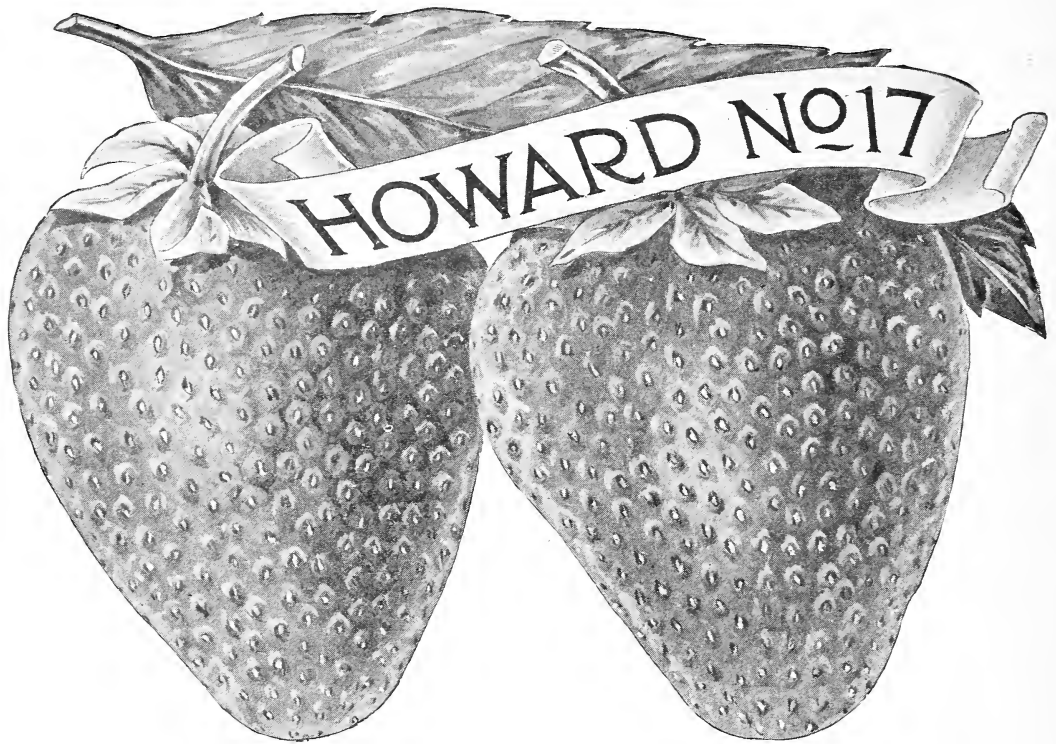
Yours truly,

Mabel F. Noyes.

STICK

Columbus gave us America because he could **STICK** it out... No darkness, peril or disaster could turn back the prow of his ship when it had been pointed towards our shores. When his crew had grown mutinous and he had quelled them, and one had asked: "But Admiral, what shall we do when hope is gone?" "Sail on, sail on," was the dauntless reply.

Where would C. S. Pratt be today if he had not stuck it out after Jack Frost had nipped 15 acres of Strawberries in 1880?



OF ALL THE STRAWBERRIES EVER PUT ON THE MARKET THIS IS THE BEST

Th Plants of HOWARD 17 are the healthiest of any I have ever seen. No rust, leaf spot or leaf-curl on them. In plant growth, faultless. The blossoms are large and perfect and rich in pollen. The berries begin to ripen medium early, continue a long time and hold up in size remarkably well. The first berries to ripen are wedge-shape, soon becoming conical, typical shape conical. It is a firm berry and therefore a good shipper. Color, rich red with a fine gloss. There is no berry that is more beautiful or of finer quality. The only fancy berry that is a "Business Berry." All the other fancy varieties are shy bearers. The HOWARD has all the good qualities of the others combined with heavy production. In size it is among the largest grown, averaging larger than either the Gandy or Chesapeake. If it has any choice of soil I do not know it, and I believe it will do well on any soil that any other variety will. Some growers claim that the PREMIER and HOWARD 17 are one and the same. I think that there is something rotten in Denmark. The HOWARD 17 was grown and the fruit was sold in the Boston market 12 years before the PREMIER was heard of.

The originators would not let a plant leave their grounds and they meant to keep it all to themselves. But it got out and the Berry Growers can thank Prof. A. T. Stevens of the Connecticut Agricultural College, and C. E. Chapman for it. In the Spring of 1918 I bought more HOWARD 17 of Mr. Chapman than all other Plant Growers in the United States put together and in 1919 I told the Strawberry Growers just what it was, and there were thousands of HOWARD sold all over the country. Now today everyone knows that it is by all odds the Best Market Berry grown. If you buy your Plants of C. S. Pratt or C. E. Chapman you will get **PURE HOWARD 17.**

25 Plants 75c. 100 Plants \$2.00. 500 Plants \$8.00. \$16.00 pr 1,000. Postpaid.

Plants are as scarce as Men's Teeth this Spring all over the country on account of the Drought last summer. I have several beds of HOWARD 17 that I shall not dig a plant to sell this Spring. They are worth more to remain and fruit.

Jay, Maine, March 4, 1921.

Mr. C. S. Pratt, Athol, Mass.:—

Dear Sir:—I would like to see your 1921 Catalogue if it is ready and upon receipt of same I will send you an order. I set 100 of your HOWARD 17 Plants two years ago and last year I picked 280 quarts from this little patch. They were all very nice, large and handsome berries.

Yours very truly,

C. C. THOMPSON.

St. Martin

That wonderful berry of Mr. Louis Graton. If ever I got stung in my life I did in 1920 when I bought 1,000 St. Martins of Mr. Graton and paid \$200 in good money for them. It is said that a Fool and His Money Are Soon Parted. I am nobody's Fool, but I did get taken in badly, for once in my life.

Last Spring I set out two acres and I now have 200,000 St. Martins that I would like to turn into good money. If anyone buys these they will not on my recommendation. I would not advise anyone to set over 500 plants; I shall not. It may do for me this year all that the originator claimed for it; if it does it is a Prize. I will say one thing in its favor—it is by all odds the strongest, stockiest and most vigorous looking plant I have ever seen. I do not believe that in the whole State of Massachusetts you will find as fine a patch of Strawberries as My Two Acres of St. Martins. If they were HOWARD 17 I think I would get 30,000 quarts. As it is I don't expect much.

Now I suppose you want to know what the trouble is. Well, I will tell you. IT RUSTS. That is enough, I think; don't you? It may not do it this season. I kept them well watered last season and perhaps that is what made them blight. You can rest assured they will not get too much water this season. I will put the water on my HOWARDS, a Berry that Pays and Pays Big.

Mr. Graton's price for the Plants this Spring is \$2.50 per dozen; \$10.00 per 100. Strawberry Pratt's Price is 25 Plants for 50 cents; 160 Plants for \$1.25; 500 Plants for \$5.00. Postpaid anywhere inside the Third Zone from Athol Mass.

Don't think that I stole them because I am selling them so cheap, because I am not; I am getting more than they are worth to me.

VICTORY RASPBERRIES



This is a photograph of My Plantation of Victory Raspberry Plants, taken Sept. 1st, one year's growth. I never saw such Growth in my life before.

A Wondrous new Red Raspberry. This will be to the Raspberry what the Howard No. 17 is to the Strawberry. A seedling of the Cuthbert, which it resembles, and as fine flavor. Extremely hardy; comes through alive when it goes down to 30 degrees below zero. It did in Athol, Mass., the winter of 1920. The plant is a vigorous grower.

There is twice as much money made in the Raspberry as in the Strawberry, and always was.

There is more money growing them than there ever was in selling Boozie before Prohibition time. Take my advice, Young Man, get every Plant that you have money to buy and set them out and as soon as you have got plants enough to set an Acre, do so. In two years marry the very best girl that you can tie up to (if you are worthy of her) and just live on the constant inflow of money you will receive.

I have discovered the best Raspberry ever grown. It is a giant, as sweet as honey, and as delicate in flavor as a maiden's kiss. It is as big as the end of a man's thumb. It is not one of your coarse, tasteless things that grow on stunted vines amongst choking weeds. The berry is of fine texture, remarkably juicy, rich in color and keeping qualities, and a wonderful yielder. If you live near a large town, no crop grown will return more dollars and cents.

You pay 50 cents for a single tree, and there is no increase of trees at the end of the year. You have only that one tree.

The Spring of 1919 I bought 100 Victory Raspberry Plants and in the Fall I dug up all of the Plants with the Sucker Plants and I set out 1,000 Plants in November, 1919. In the Fall of 1920 I dug up 10,000. All grown from 100 Plants in 18 months. That is going some That is as good as a Gold Mine in one's Front Yard.

Price of Plants—\$1.50 per dozen. \$8.00 per 100. Via Parcel Post.

WHY HERE IT IS—A CHANCE TO MAKE MONEY!

Everbearing Red Raspberries

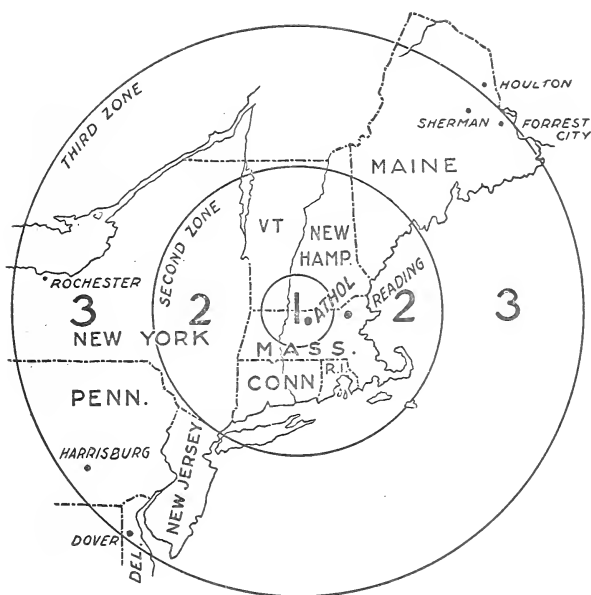
ST. REGIS. This new red Raspberry will give you a good crop of fine fruit from June until the berries freeze in the fall or early winter. Introduced as the most wonderful of all red Raspberries. Fruit commences to ripen with the earliest and continuing on young canes until October.

Berries bright crimson, large size, rich, sugary, with full raspberry flavor. Flesh firm and meaty; a good shipper. Canes stocky, of strong growth, with abundance of dark green leathery foliage.

ST. REGIS as a heavy bearer in the regular red raspberry season, being very profitable then. In fact, **St. Regis** is proving one of our most profitable early red raspberries, outside of being a producer of nice berries all through the late summer and early fall.

I do not think very much of Fall Bearing Raspberries, but this is the Best One.

75c per dozen. \$4.00 per 100. Postpaid.



DO YOU LIVE INSIDE THESE CIRCLES?

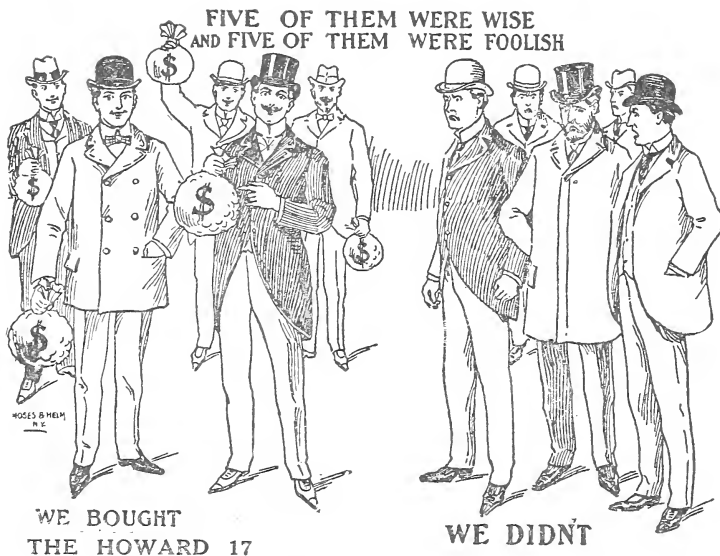
All plants in dozen, hundred or five hundred lots will be delivered to your postoffice, postpaid by parcel post, only in the first, 2nd and 3rd zones from Athol. When you buy Plants of me you know just what they will cost at your place. No express charges which are higher than last year. Better have your Plants sent via mail.— Get them **QUICKER and CHEAPER.**

ATHOL, MASS., is the Hub of the Best Strawberry Growers in the United States. We have the markets at our very doors. Why, in the State of Massachusetts alone there are one hundred cities and towns with a population of 5,000 and over.

The 3rd Zone takes in all of the N. E. States, except the Northern part of Aroostook County, north of Houlton, Me., and nearly all of New York State. Ask your Postmaster what zone you are in from Athol.

We never ship Plants C. O. D. to any one, nor do we book orders and reserve Plants unless one-third of purchase money is paid down when the order is sent.

You have taken the trouble to turn this page upside down, to read this notice! Now, Gentle Reader, you may turn the Catalogue around and read all I have to say about the **VICTORY RASPBERRY.**



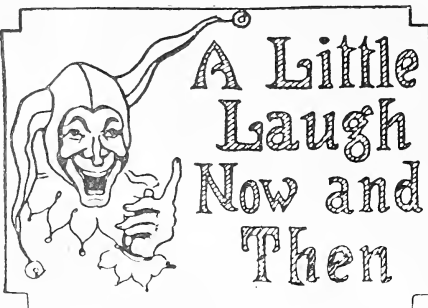
The man who does not think is a fool;
 The man who cannot think is a slave;
 The man who will not think is both fool and slave;
 The man who will think well on what I say about **THE VICTORY RASPBERRY** is wise.

THE VALUE OF LAUGHTER

Laughter tends both to brighten and to prolong life.

There was once a sick woman that the doctors said would have to die. She had heard of the laughter cure, so she found a few jokes and laughed at them. She told them to her children at noon and they laughed, and at night she told them to her husband and he laughed with the others. The children told other children the same jokes and they laughed, and the latter carried the laughter jokes to their homes and their folks laughed. It did the work. The sick woman laughed herself back to health. Then she went out and laughed at the doctors.

VICTORY RASPBERRY is no Joke. But you will laugh just the same if you buy some Plants this Spring.



Laugh and the world laughs with you, Weep and you weep alone;

For the sad old earth has need of your mirth; It has sorrow enough of its own!

Don't dwell in the shadows. Don't be ever on the lookout for storm clouds and tempest. Make this Old World brighter by your being in it. Get on the Sunnyside of Life. Keep on the Sunnyside. Always on the Sunnyside.

SUNNYSIDE, STRAWBERRY PRATT.

A GOOD ONE TO KEEP

.. An old Arabian proverb runs as follows:

He who knows not and knows not he knows not is a fool; shun him.

He who knows and knows not that he knows is asleep; wake him.

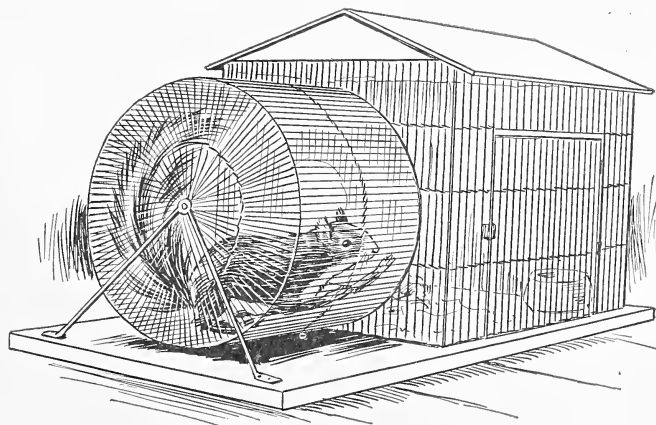
He who knows not and knows that he knows not is simple; teach him.

He who knows and knows that he knows is wise; follow him.

I know that there is more money in the **VICTORY RASPBERRY** than in other fruit.

IT WILL PUT YOU IN THE ROCKEFELLER CLASS!

\$1500 a Year From AN ACRE and Four Months' Vacation.

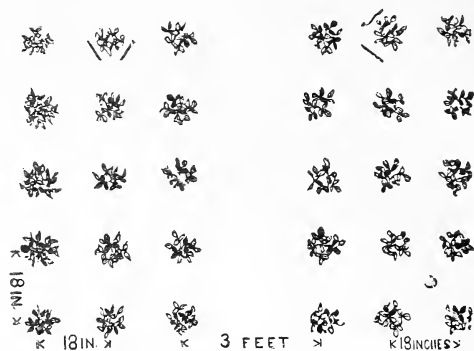


HE ISN'T GETTING ANYWHERE. ARE YOU?

Is your job like the squirrel's—one continuous round of routine work, day after day, with success always just beyond your reach? Are you content to have it that way, or are you looking for a way out? There is a way out—a simple way that will help you to "get there," no matter what your present circumstances may be. If you want to get on—succeed—earn more money. Take my advice and go into the small Fruit Business.

GO SLOW ON THE ST. MARTIN STRAWBERRY THIS SPRING!

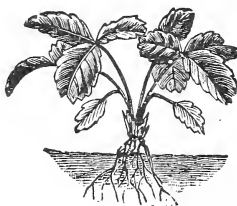
We give a cut of a very excellent plan of setting plants to be grown by hill system. The plants are set in rows, 18 inches between them, and the same distance apart in the rows. Then a space of three feet is left for horse cultivation, and three rows of plants as before. There is a great advantage in hill culture over the matted row system, where fine berries are in demand. Planted in this manner it will take 14,520 plants to set an acre. Should the plants yield under high culture, a quart to each plant, which has been done time and again, and the berries command only 20 cents per quart (a low price for extra fine fruit), the yield in money value would support a good sized family and have something left. Always use high culture and plenty of **manure and water** with the hill system. Grow extra fine fruit where there is a demand for it. Where there is only a market for low-priced fruit, the matted row will answer. You will have the quantity at the expense of size and quality. I intend to set two acres this way this spring.



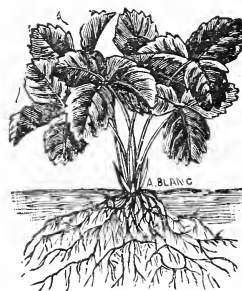
THREE WAYS OF SETTING A PLANT



Planted Too Deep



Planted Too Shallow



RIGHT WAY

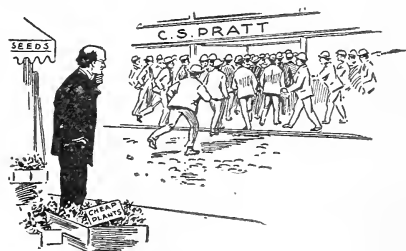
Be sure and press the soil firmly around the roots so that you can take hold of one leaf and pull it off without disturbing the plant. There are more plants lost by improper setting than by any other one cause. Do not, under any circumstances, allow the plants to fruit the first year they are set out; when they are well blossomed go out over the bed and pull all the buds and blossoms off, as it is all the plants can do the first season to make runners and get ready to fruit the next year. The first three commandments in successful fruit growing are:

Thou shalt not use poor plants.

Thou shalt not set plants carelessly.

Thou shalt not use ground until well fertilized and thoroughly prepared.

Our plants are the highest standard reached. It is useless to look further, for better plants cannot be found.



We guarantee all plants furnished by us to be found, true to name, delivered in good condition when shipped.

We do not guarantee stock to grow, or results in any way. No complaint will be entertained that is not made immediately upon receipt of stock.

There are so many causes for failure over which we have no control that we can assume no responsibility after stock is delivered in good order. Poor soil, unfavorable weather, ignorant or careless culture—all contribute to failure and are beyond our control.

The best time to set plants is when the soil will crumble behind the plow. Set as early as you can; work the soil. One of the best crops of berries I ever got was taken from a bed that was set the 30th of May; it was wet land and could not be set sooner. You can set strawberries any day in the year but Sunday if the ground is not frozen.

HONESTY

There is no place where downright honesty of purpose is more needed than in the plant business. A person sends his order and pays for his stock without seeing it. I would not send an order to any nurseryman that I did not have confidence in. There are a great many people that want a great deal of value for little money. Every season I have parties write me saying that they are going to buy plants of the ones who sells at the lowest price. How short sighted- If a grocer offered them guaranteed sugar for 3c. a lb., would they buy it? Something certainly is wrong either with the man or the sugar. It is just the same in the plant business. I have no use for a man who claims that his plants are cheaper, better, than any other grower in the country. Such men are to be avoided. I have firm faith in the man who says he has good plants at reasonable prices; that he has something that I need, who tells his story in plain, simple language, and guarantees his plants to be all that he claims for them. The way to make business pay is to do it right—not almost right, but altogether right. The big difference between success and failure often comes from the little difference between doing things nearly right and doing them quite right.

YOU ARE NOT BEATEN UNTIL YOU THINK YOU ARE

Washington was beaten at New York, at Brandywine, at Valley Forge, and at White Plains; but he didn't know it. He kept right on fighting, until Cornwallis surrendered at Yorktown.

Lincoln was beaten in 1858 when Douglas defeated him for Senator from Illinois; but he didn't know it. He kept right on opposing the extension of slavery and was elected President in 1860.

Grant was beaten at Spottsylvania, in the Wilderness, and at Cold Harbor; but he didn't know it. He kept right on "fighting it out on this line," not only all that summer, but all the following winter, until Lee surrendered at Appamatox.

Cyrus W. Field was beaten when the Atlantic cable snapped and plunged into the sea; but he didn't know it. He formed a new company, raised money to manufacture another cable, and lived to be known as the man who had made possible telegraphic communication across the oceans.

Strawberry Pratt was beaten in 1880 when he had 15 acres of Strawberries almost ready to pick, the 6th of June, when Jack Frost came and took all but 6,000 quarts and left him in debt \$2,000. All his friends advised him to throw up the Berry Business. But he never liked throwing up things.

None of these men would be known today if they had known when they were beaten.

**YOU CAN
COUNT THEM
ON THREE
FINGERS**



**HOWARD 17
FIRST QUALITY
PEERLESS**

THE COST OF BERRIES

The reason the berry business is so profitable now is that the demand for the fruit has increased out of all proportion to the increase in the area planted to them. One cause for it is that every year thousands leave the country for the city, and there is no one to take their places on the farm growing berries. Berry-growing has been neglected and overlooked, and with the population of the cities increasing ten per cent. or more each year, it will be many years before the supply catches up with the demand, if it ever does. People used to say that apple-growing would be overdone, and that there would be no money in orchards; yet the fact remains that orchards in bearing now produce more money, acre for acre, than they did ten years ago. The same is true of berries. Even when the greatest supply reaches the city markets the prices stay up pretty well and the wholesalers have no trouble in disposing of their entire stock to grocers. Just think how much more you have to pay for berries now, and contrast it with what you paid only a few years ago. Berries are not going to go lower—the increase in the use of luxuries among the people of the cities will more than take care of any increased production.

GLORIOUS INDEPENDENCE

The feeling of emancipation that this gives is wonderful. You will not longer be the bearer of the other fellow's burdens, but you yourself will be an employer of others, making their toil earn for you and reaping the reward of proficiency and endeavor. Do you realize what a glorious feeling it is to be your own boss, to have to bow to no man's dictation? Do you realize what it must mean to a man or woman to have an ever growing and lusty bank account? Do you know what it means to be able to buy what you want when you want it and not have to count the pennies and figure the cost? Do you appreciate what the possession of money means in rewards of happiness? If you do realize what all these things mean, you won't be long in getting earnestly into the matter of starting a fruit farm.

East Rochester, N. Y., Oct. 24, 1921.

C. S. Pratt, Athol, Mass.:—

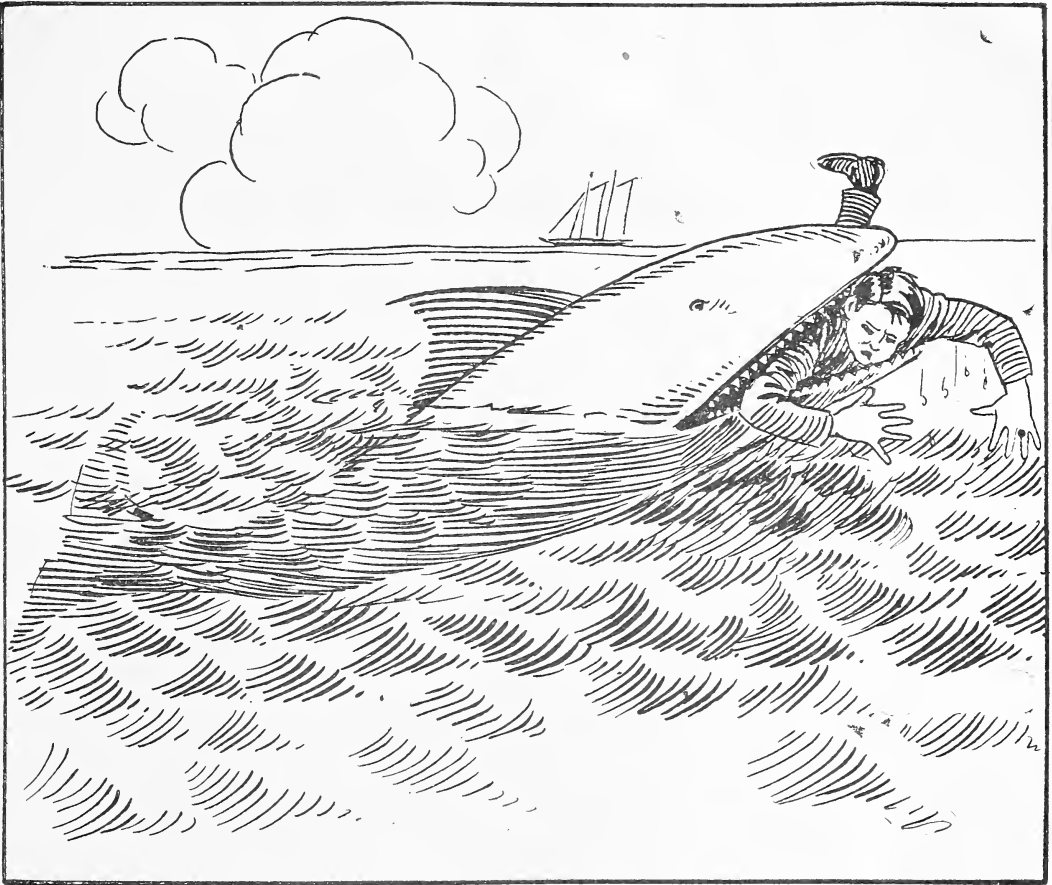
Dear Sir:—Plants received on the 10th O. K. I wish to thank you for such generous treatment. I am glad that such a big-hearted man is doing business in my own native state. Success to you is the wish of

Yours truly,

H. L. DOLL.

YOU WILL NOT THROW THIS CATALOGUE INTO THE WASTE BASKET

Dont Thow Away Good Money on the St. Martin.



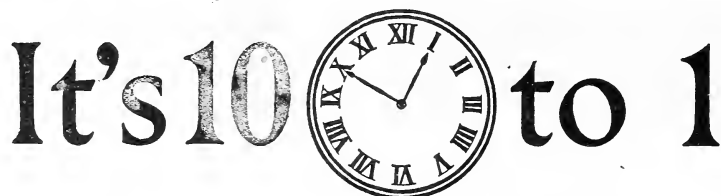
**DON'T GET DOWN IN THE MOUTH
REMEMBER JONAH CAME OUT ALL RIGHT
WHY NOT YOU ?**

WORRY never climbed a hill;
WORRY never paid a bill;
WORRY never led a horse to water;
WORRY never cooked a meal;
WORRY never darned a heel;
WORRY never did a thing you'd thing it oughter!

Set an Acre to Victory Raspberries—then you never WORRY !

I wish I could impress upon every one that reads this, that
SUCCESS depends entirely on one's self.

Don't Buy Over 500 St. Martin This Spring.



That one can make more money growing the Victory Raspberry than ever was made growing the Strawberry and with half the labor.

A GOLDEN MESSAGE TO ALL SUCCESS SEEKERS

I am an APOSTLE of ACHIEVEMENT.

I believe in Attainment.

I like to win and see others win.

I have said farewell to POVERTY and would like to see every ambitious person become able to put the Monster down forever.

I believe in expecting much of myself and never letting up in URGING myself on until I get whatever prize I set out for.

I know there are no CHEERS for those who are down and out, and that the man who wins gets the GLAD SHOUT.

I know there is LITTLE HOPE for the fellow who permits the devil CAN'T to rob him of life's choicest gifts and opportunities.

There is a way for men and women to conquer poverty, become independent of the pay envelope and make a success in life.

I have done all that I ask others to attempt to achieve.

In order to become successful and gain the glorious goal I have reached, I had to make the same effort I suggest that others make.

I am not a builder of impossible air-castles, nor a dreamer of dreams that do not come true.

I was never in my life more in earnest than I am now in this great undertaking and if the truths that I publish sound like tales of fiction, all the more fortunate may those who hear them consider themselves.

I count it a great, grand and glorious privilege to guide men and women into realms of prominence, personal independence, prosperity, success and happiness.

I have a son who has been in government employ and who will later take my business and run it, when I am through.

Pedigree Plants

Our plants have no pedigree to boast of, nor pride of ancestry to look back upon. They are plain, every-day fellows, which if set in fair soil and given reasonable care will roll up their sleeves and go to work every time. Furthermore, at roll call every single one will answer to the name you found on the label when bought.

I venture to say that you will find this catalogue one of the cleanest, most concise and honestly illustrated annuals you will receive. I want your trade, both present and future, and no matter how small your order I will give it my personal attention.



My place this summer. It will pay you.

One thing you will want to see—

My Irrigation Plant

The ideal system of irrigation is the one which will provide an even and uniform distribution of water by some method under the control of the user. I think I have the finest system in use.

The last of August you ought to see my Gladioli. I have thousands of them, selected from all over the country. I don't grow them to sell—simply to look at and enjoy. I had one rich woman from Manchester, N. H., who spends her winters on the Pacific Coast, and who told me that my place was one of the finest she ever visited. Not my house, but my grounds, she meant.

I have three times the people come to see me that I had when I lived in Reading, and I live way out in the country—*God's country*. Come to Athol on the Mohawk Trail and then leave the trail and come directly North 5 miles towards Keene, N. H.—a rough country road, it is up, up, up. I live on top of Zion's Hill, 1225 feet above Boston Harbor. We have electric lights and pump our water by electricity. We have things up to date. Don't think because I am 75 years old that I am a Way Back. I was born 25 years too soon and am just beginning to live. I added 10 years to my life by moving from Reading up to this place. And yet I love old Reading just as well as I ever did. I take my auto and go down there any time I want to see old friends.

We are not out of civilization, not by any means. Athol is a live town of 10,000 people. The Post Office does a business of \$65,000 a year. Athol is some town. One would think he was in Boston at noon time when the shops let out.

Athol is beautifully and healthfully located 570 feet above sea level. It is 82 miles from Boston, 40 miles from Worcester, 48 miles from Springfield, 62 from North Adams. Splendid freight and passenger facilities to all points. 20 passenger trains daily. Possesses one of the finest Post Office edifices in Western Massachusetts, costing \$100,000. Mail facilities most excellent, and always being improved where possible. A sewer system costing \$140,000, and highly efficient. Best equipped Fire Department of any town of its size in the state, perfectly housed in two modern brick stations. The water system represents an investment of over \$700,000 and is self supporting. First class hotels.

The town has 15 churches, all well supported. A YMCA located in a splendid home of its own, the gift, in the main, of our most public spirited man, Laroy S. Starrett. The association's many activities reach out to all the people and its benefits are open to all. The town's schools have cost about \$1,000,000 and are thoroughly equipped and sanitary. The social clubs and societies represent an element that goes far and never abates in well doing. The manufacturing establishments are famous all over the country, and even in distant lands. To enumerate them alone would take too much space here. About 4,000 hands employed with a weekly pay roll of \$75,000. Two National Banks with assets of about \$4,000,000. A Savings Bank with 11,000 depositors and deposits of \$6,000,000.

"STRAWBERRY PRATT"

"God made the country, Man made the town,"
And Pratt made a name that has brought him renown;
For up-hill or down-hill, by day or by night,
Whether it was cloudy, or whether it was bright,
Out in "God's country," he's toiled and he's worked,
Never has he idled, never has he shirked;
And "Strawberry Pratt" is his hard-won name,
And "Strawberry Pratt" is his title to fame!

Born in Boston, he soon left the town,
To live where Old Sol tanned him up good and brown,
Hard luck followed him,—Failure, too;
Doubt and Discouragement and Debt he knew.
Jack Frost ripped him and treated him rough,
Chased down the mercury and spoiled his stuff;
But Pluck and Energy wouldn't let him stop,
And "Strawberry Pratt" came out on top!

Out in the hills where the laurel grows
Pinker than the sunset, whiter than the snows.
Out where the air is a tonic and a joy,
Out where five-and-seventy hustles like a boy,
"Sunnyside" broadens, and blossoms, and bears,
All the more fruitful the more it shares;
And Pratt grows happier, and so will you,
If you buy his berries and raise them, too!

Years of experience have made him wise,
He grows for abundance, flavor and size.
Study these pages and choose as you may;
Quality and Service are lay.
Pratt stands for Progress, and Pratt means Success,
(Oldest New England grower,—no less!)

O, "Strawberry Pratt" may have come through the mill,
But "Strawberry Pratt" is an optimist, still!

Mrs. Frank M. Holt.